

ISSUES PL.

7722 ft. HOT SPRINGS Hamilton Dome

WASHAKIE

THE TRAIN

THE TRIP.

THE GEAR.

UNLIMITED

Marlboro

1996

Announcing:

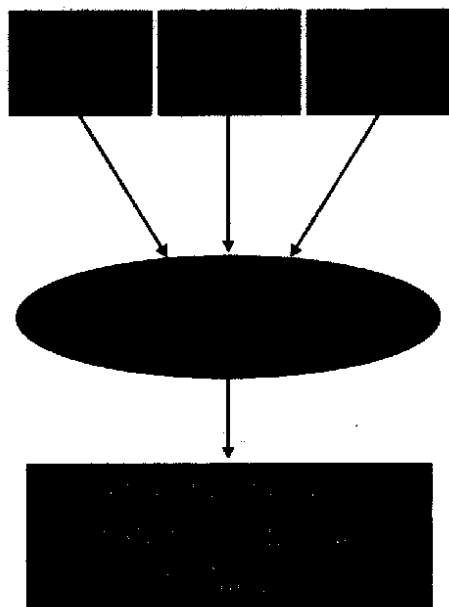
UNLIMITED

Starting November 1995

GET ON BOARD

85995

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## FEATURES

- Marlboro Unlimited sweepstakes offers consumers the opportunity to win a trip on Marlboro Unlimited
- Gear Catalog offers consumers new Marlboro items
- P.O.S. enhances consumer awareness of the offers
- National product promotions provide opportunities to build traffic and sales
- Marlboro Unlimited Retailer Reward Program offers you a reward for participation

## BENEFITS

- Generates consumer excitement—  
Consumer purchases —> More \$
- Dollar sales increase as consumer collects miles for gear
- Consumer associates P.O.S. in your store with national advertising campaign
- Increased profitability from multiple pack sales during retail promotions
- Opportunity to acquire catalog items and become eligible for a trip on Marlboro Unlimited

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